

REMARKS/ARGUMENTS

Examiner stated, "The Specification is object of the following informalities: On page 1, of the Specification the US Patent Application Serial No. should be provided. Appropriate correction is required."

The US Patent Application Serial No.'s have been provided.

Examiner stated, "The abstract of the disclosure is objected to because of the phrase "Disclosed is a system" should be changed to "A method and apparatus". Correction is required. See MPEP §608.01(b).

The abstract has been corrected.

Claims 1, 7, 11, 16, 18, and 19 are currently amended; Claim 20 is cancelled; Claim 21 is new; and Original claims 2-6, 8-10, and 12-15 remain in the application.

Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Seet et al. (US Patent No. 6,496,803 B1).

Examiner stated, "Regarding claim 1, Seet discloses a method of reconstructing visual stimuli observable through a browser-based interface, comprising: receiving a selection of content for reconstruction [..for web site and HTML pages to provide a classification code for their contents to facilitate matching of advertisers with content providers.; see col. 7, lines 7-50]; retrieving data; calculating what to display; and reconstructing a display. [..to calculate an

amount to be paid for inserting the advertisement into the content identified in field, time the advertisement should be displayed...; see col. 19, lines 1-39].”

Currently amended Claim 1 claims a method of reconstructing visual stimuli observable through a browser-based interface, comprising: receiving a selection of content for reconstruction; retrieving data related to the content; calculating an amount of content to display based on the data; and reconstructing the display, wherein the reconstructed display represents visual stimuli as it was previously displayed.

Seet discloses an advertisement matching/delivery system that inserts advertisements into content as well as a method for revenue sharing. The present invention, on the other hand, advantageously discloses a system and method for *reconstructing* visual stimuli *as it was previously displayed*. As such, a user can recreate a visual environment that was experienced in the past.

New Claim 21 claims a computer readable medium comprising instructions for: receiving an article of online content to be reconstructed; receiving a duration of time to reconstruct that the online content was visible; receiving at least one composition used to represent visual stimuli as it was previously displayed; and reconstructing the original displayed visual stimuli based on the article of online content and the duration of time, using the at least one composition.

Seet discloses an advertisement matching/delivery system that inserts advertisements into content as well as a method for revenue sharing. The present invention, on the other hand, advantageously discloses a system and method for *reconstructing original displayed* visual

stimuli. As such, a user can recreate a visual environment that was experienced in the past. Seet does not disclose reconstructing visual stimuli for a user *that was originally viewed by that user some time in the past*.

Amended Claims 7, 11, 16, and 18 provide an antecedent basis.


Amended Claim 19 claims similar matter as amended claim 1.

For the reasons stated above, Applicant believes currently amended independent claims 1 and 19, as well as new independent claim 21 are in condition for allowance and respectfully request they be passed to allowance. Since the remaining currently amended and original claims dependent on currently amended independent claim 1, which Applicant believes are in condition for allowance, Applicant believes the above mentioned original and new dependent claims are in condition for allowance and respectfully request they be passed to allowance.

The cited prior art do not make obvious the present invention, either alone or with the other references of record. Applicants respectfully request that a timely Notice of Allowance be issued in this case.

Examiner is invited to contact the undersigned by telephone if the Examiner believes that such a communication would advance the prosecution of the present patent application.

Respectfully submitted,



Robert C. Klinger
Registration No. 34,365

Please send all correspondences regarding this matter to:

Jackson Walker L.L.P.
2435 North Central Expressway, Suite 600
Richardson, Texas 75080
972.744.2940 (Office)
972.744.2909 (Fax)